

■ Guide To Career Choices

THE FUTURE IS YOURS

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retail TRADE ILLINOIS DOCUMENTS

a brief look at:

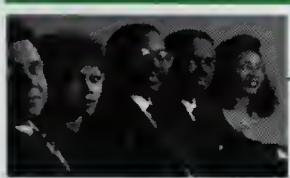
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- jobs
- education and training requirements
- wages
- outlook

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ENTRY : The mean (average) of the bottom third of wages in an occupation.
MEDIAN: Half of the workers in the occupation earn more than this wage; half earn less.
EXPERIENCED : The mean of the top two-thirds of wages in an occupation.

HS > High School diploma or equivalent
AD > Associate Degree of Arts/Science
community college, 2 years
BA/BS > Bachelor of Arts/Science degree
colleges/universities, 4 years



OUTLOOK

HOURLY WAGES

Career Opportunities	2008 EMPLOYMENT	LONG-TERM OUTLOOK	SHORT-TERM FORECAST	ENTRY	MEDIAN	EXPERIENCED	EDUCATION AND TRAINING
Cashiers	161,648	VF	F	\$5.67	\$6.65	\$8.16	HS is preferred for full-time positions. Little or no work experience is required for entry-level positions.
Counter & Rental Clerks	24,390	VF	F	\$5.67	\$6.92	\$8.64	HS is preferred; little formal education or experience is necessary.
Promoters & Models Demonstrators	6,117	VF	F	\$5.82	\$7.77	\$10.57	HS is preferred.
Marketing & Sales Managers/Supervisors	31,150	VF	VF	\$14.04	\$26.11	\$34.34	Most jobholders often start in sales positions and acquire skills for advancement into management positions. Large stores prefer to hire college graduates for management trainee positions.
Wholesale & Retail Sales Order Fillers	11,828	F	F	\$7.21	\$9.53	\$11.19	HS is preferred. Most positions are entry level and training is provided on the job.
Purchasing Managers	12,180	F	VUF	\$12.01	\$19.48	\$27.11	BA/BS in a business related field and familiarity with store's merchandise and retailing practices.
Parts Salesperson	12,484	F	VF	\$7.65	\$11.76	\$15.92	HS and/or product knowledge are assets, generally there are no educational requirements.
Retail Salesperson	192,253	VF	F	\$5.82	\$7.80	\$11.13	HS or equivalent is preferred. Training is provided on the job.
Sales Floor Stock Clerks	70,425	VUF	VUF	\$5.69	\$7.23	\$8.78	HS diploma is sometimes required. Necessary skills are acquired through on-the-job training.
News, Street Vendors & Phone Solicitors	24,709	VF	VF	\$7.01	\$8.94	\$12.12	Training is usually required; ranges from a short demonstration to over three months.

- Occupational growth rates and job opening data are based on All-Industry projections through the year 2008.
- Long-Term Outlook and Short-Term Forecast descriptors are derived from projected employment growth and the level of employment for the occupation as a percentage of total employment.
- Wage data cover full-time, part-time and seasonal employees but exclude temporary and contractual workers. Wages include piece rates, commissions and cost-of-living allowances but exclude overtime and tips.

■ data are not available

F Favorable
VF Very Favorable
UF Unfavorable
VUF Very Unfavorable

■ WHAT ARE SOME OF THE JOBS?

BUYERS...try to find the highest quality merchandise at the lowest possible price. In retail firms, they purchase goods from wholesale firms for resale to the public—and largely determine which products their establishment will sell. They must analyze past buying trends, sales records, price and quality of merchandise to determine value and yield. They also select, order and authorize payment for merchandise according to contractual agreements, and may conduct meetings with sales personnel and introduce new products.

CASHIERS...work in supermarkets, department stores, convenience stores and in many other businesses. They total bills, receive money, make change, fill out charge forms, give receipts, and handle returns and exchanges. In most stores, cashiers now use scanners and computers, instead of cash registers, to record customer purchases.

MERCHANDISE MANAGERS...assist in the planning and implementation of sales promotion programs, working with both merchandising executives and advertising staff. They also often visit the sales floor to ensure that goods are properly displayed.

RETAIL MANAGERS AND SUPERVISORS...oversee the work of sales associates, cashiers, customer service clerks, stock and inventory clerks and grocery clerks. They are also responsible for hiring and training employees, preparing work schedules and giving work assignments.

RETAIL SALESPERSONS AND SALES CLERKS... assist customers in finding what they are looking for and interesting them in the merchandise. They describe the product's features, demonstrate its use or show various models or colors. In department and apparel stores, sales workers also make out sales checks, receive payments, bag or package purchases, give change and receipts, and handle returns and exchanges. They may also help stock shelves, arrange for delivery of purchases, mark price tags, take inventory and prepare displays.

■ WHAT IS THE JOB OUTLOOK?

Employment in this industry is expected to increase about as fast as the average for all workers through the year 2008 due to anticipated growth in sales. As in the past, replacement needs will generate an exceptionally large number of sales jobs because the occupation is large and turnover is much higher than average. There will continue to be many opportunities for part-time workers, and demand will be strong for temporary workers during peak selling periods such as the Christmas season.

Retailers seek to accommodate consumers' desires for a greater selection of merchandise and one-stop shopping by creating new departments within existing stores and offering additional product lines. The trend towards specialization should spur the demand for store-level sales workers, managers and supervisors.

■ WHERE CAN I FIND ADDITIONAL INFORMATION?

The Occupational Outlook Handbook, 2000-01 Edition, contains many additional sources of information for over 250 occupations in all sectors of the economy. You may order the Handbook by contacting the U.S. Government Bookstore, 401 South State Street, Suite 124, Chicago, Illinois 60605-1297, 312/353-5133 or check out the online version at <http://stats.bls.gov/ocohome.htm>.

For access to other labor market and workforce information on the internet, visit the following sites:
IDES' home page: <http://www.ides.state.il.us>,
LMI Source: <http://lmi.ides.state.il.us>,
Workforce Info Center: <http://www.ILWorkInfo.com> and a site targeted towards high school students:
<http://www.workforceinfo.state.il.us>.



Career Guide Sources:
Illinois Department of Employment Security's "Occupational Projections" and "Occupational Employment Statistics Wage Data" and the U.S. Bureau of Labor Statistics' "Occupational Outlook Handbook"

